



Highland County sheriff Herb Lightner and county librarian Tomi Herold pose by the "None for the Road" display at the library. The exhibit is part of a statewide effort to decrease alcohol- and drug-related fatalities during the holidays. (Recorder photo by Theresa Püsenberger)

## Alcohol-related fatalities increase during December

MONTEREY — Traditionally, the holidays are one of the deadliest times of the year.

Virginia's Drunk and Drugged Driving Prevention Committee

wants to raise public awareness and involve communities in preventing senseless deaths and injuries resulting from driving under the influence of alcohol and

other drugs. Locally, the Highland County Public Library is sponsoring December as "None for the Road" month by hosting an educational display on the consequences of driving under the influence, alternatives and prevention. The display can be found in the library next to the Christmas tree and includes handouts and other freebies.

### Library Notes

By Tomi Herold, Librarian,  
Highland County  
Public Library

"We must all get involved as a community. If each group and individual brings their talents to the table, we'll accomplish our goal," said Tomi Herold, librarian. "Talk to the people at work about this issue, talk to your neighbors about this issue."

According to the prevention packets, there are several ways Virginians can participate and make this holiday season safe. The committee suggests serving plenty of food at holiday parties and controlling the amount of alcohol served. Stop serving alcohol before the party is over and provide guests with a sober ride home, or ask them to stay overnight.

"Let's all do our part to eradicate drunk and drugged driving for this and all holidays throughout the year," added Herold. "Always celebrate safely, buckle up and drive sober."

For more information on the "None for the Road" campaign, call Herold at the Highland County Public Library or Virginia ABC at (804) 213-4413 or (804) 213-4688. Information is also available on the ABC Web site at [www.abc.state.va/education.html](http://www.abc.state.va/education.html).

### RECORDER

MONTEREY, VA  
WEEKLY 5,300

DEC 13 2002



VIRGINIA CLIPPING SERVICE

From the Recorder, December 13, 2002

Monterey, Va.

"Alcohol-related fatalities increase during December"

NOV 25 2008



*VIRGINIA CLIPPING SERVICE*

# The message isn't new: Don't drink and drive

**AJ** <sup>GD</sup> AT CHURCH recently (where I was  
lector for the service), an individual  
seated in back of me and who knew  
that I was in the alcoholism prevention  
education business tapped me on the  
shoulder and said, "Jim, I saw a bill-  
board sign at U.S. 419 and Apperson  
Drive that had 'make it NONE for the  
road' on it. I thought that was good."

I informed my friend that The  
Roanoke Times and our Foundation for  
Prevention of Alcoholism Inc. had pro-  
vided that same service for the public  
nearly two years ago in my letter to the  
editor that was published Dec. 25,  
2000.

Regardless of who did what first, if  
our driving public will just pay heed to  
the information provided.

**JAMES R. LOTT**

*Founder, executive director  
The Foundation for  
Prevention of Alcoholism Inc.  
ROANOKE*

From the Roanoke Times, November 25, 2002

Roanoke, Va.

"The message isn't new: Don't Drink and Drive"

'None for the Road'  
campaign in 2nd year

# Anti-drunk driving campaign under way

Virginia organizers have distributed thousands of program materials to establishments that sell and serve alcohol.

By **KIMBERLY O'BRIEN ROOT**  
THE ROANOKE TIMES

If you're thinking about drinking and driving this holiday season, consider this:

Of the 935 people who died on Virginia highways last year, 358 were killed in alcohol-related crashes.

That's nearly a death a day.

More than 8,200 people were injured in alcohol-related crashes. Just over 28,000 were convicted of driving under the influence.

In fact, the Thanksgiving holiday in Virginia last year was more deadly than any other holiday of the year. Seventeen people lost their lives on the roads. More than 1,300 were injured.

*'I'm concerned  
just like anyone else  
about people drinking  
and driving  
on the highways.'*

**EDDIE ETHERIDGE**  
OWNER, EDGAR'S RESTAURANT

So for the second year, the Virginia Department of Alcoholic Beverage Control is pushing its "None for the Road" campaign — an anti-drunken-driving message that is being spread by everyone from restaurants and convenience stores to police departments, schools and fire stations.

Restaurants will distribute "None for the Road" cocktail napkins and tip cards. Stores are putting posters on alcoholic drink coolers. Judges are asked to distribute items such as "None for the Road" pens at driver's license ceremonies.

It's all done with one goal in mind: To keep people from driving if they're drinking.

The campaign, made possible through a grant from the Department of Motor Vehicles, has already distributed thousands of program materials to establishments that sell and serve alcohol and to public safety agencies throughout the state.

The message has also been put on billboards, buses and trains.

"It's just a matter of exposure and driving home the message," said Rohn Brown, the ABC's education coordinator for the program.

Edgar's Restaurant at 4608 Williamson Road is one Roanoke restaurant/bar that chose to

PLEASE SEE DRIVING/C5

▼ story continued here

FROM C1

## Driving

participate.

Owner Eddie Etheridge ordered the free packet of program materials from the ABC and plans to put the program into effect today.

He has table tents for the bar, pins to hand out to employees and cocktail napkins to give to customers.

"I'm concerned just like anyone else about people drinking and driving on the highways," said Etheridge, who has been known to take home customers who have had too much to drink.

"I know we're in the alcohol business, but we like people to be responsible. We want to help in any way we can," he said.

Law enforcement has jumped on board, too.

"In a perfect world, Bedford County would not have a single fatality this holiday season," said Bedford County Sheriff Mike Brown, whose department, like many police agencies, is

participating in the "None for the Road" program along with other traffic safety programs such as "Buckle Up Now."

In Roanoke, officers have been asked to review DUI laws in preparation for the holiday season, said Capt. Bill Althoff.

It's also important that the message reach teenagers, who historically have the highest number of traffic deaths compared with other age groups.

Last year, 51 people ages 16 and 17 and 90 people ages 18 to 20 died on Virginia roads. Thirty-four percent of the teenager fatalities were alcohol-related.

"It's extremely important that kids do not drink at all" until they're able to make the choice at the legal age of 21, said Philip Trompeter, a juvenile and domestic relations court judge in Roanoke County. "We don't want to see our kids hurt."

On the Net:

[www.abc.state.va.us/  
education.html](http://www.abc.state.va.us/education.html)

Kimberly O'Brien Root can be reached at 981-3334 or [kim.obrienroot@roanoke.com](mailto:kim.obrienroot@roanoke.com).

From the Roanoke Times, November 28, 2002  
Roanoke, Va.

"Anti-drunk driving campaign under way"

RICHLANDS, VA  
WEEKLY 13,000  
DEC 25 2002

# Remember 'none for the road' when driving during holidays

GD.

## NEWS RELEASE

One life lost in a preventable traffic crash is one too many. Statistics show that approximately one in three will be involved in an alcohol-related crash at some point in our lives. Help your friends and family members celebrate the holiday safely and responsibly by not drinking and driving.

Traditionally, the December holidays are linked to one of the deadliest times on Virginia's roadways. Last year, 355 people were killed in alcohol-related crashes, according to DMV's statistics.

The Substance Abuse Task Force in Rural Appalachia wants to raise public awareness and involve communities in activities preventing senseless deaths and injuries resulting from driving under the influence of alcohol and other drugs. This means involving parents, teachers, businesses, health organizations, law enforcement, churches and synagogues. By diligently campaigning to keep drunk and drugged drivers off the roads, we can make Virginia's roadways safer for our families and friends.

Locally, convenience stores are

placing None for the Road cling-on mini-posters on coolers where alcoholic beverages are sold and restaurants are distributing None for the Road tip cards to patrons. Other promotional items are being distributed throughout the county.

All Virginians are encouraged to do their part to promote the None for the Road message during the holidays and all year round.

For more information on the None for the Road campaign, call 988-5583, Ext. 324 or Virginia ABC at (804) 213-4413.

From the Tazewell County Free Press, December 25, 2002  
Richlands, Va.

"Remember 'none for the road' when driving during holidays"



# Drunk drivers may get free ride

By Andy Hill  
Staff Writer

GD

Some traditions are better than others.

The holiday season in December has historically seen an increase in drunk driving-related fatalities and accidents, but the Franklin Police Department is again encouraging motorists to not play a part in these statistics.

Reminders of the nationwide "None for the Road" campaign have again been distributed throughout the area, reminding citizens to have a designated driver for the ride home from parties and to not get behind the wheel even if he or she had just one drink.

Franklin Police Chief Steve Wills said his department is offering a holiday trip to the city jail



for those who decide to drive after drinking. This ride comes at no charge for all drivers who have a blood-alcohol level of .08 or higher.

Wills said he will have plenty of officers on the streets with this "gift" in mind.

"In the holiday season, we do beef up the force during the hours that type of crime would most likely take place—in the evening hours—and specifically look for

driving traits associated with drunk driving," Wills said.

He added, "If you're going to go out and drink, have a designated driver."

**Having a designated driver** goes well beyond what automobile and life insurance offer, as the "None for the Road" campaign promotes sober drivers and living through the holiday season.

The program is promoted annually through pins, stickers, decals and cocktail napkins. Several local business owners, including those who serve alcohol, support the campaign by making these items available and visible at their business locations.

The campaign is funded by a

□ See DRUNK, Page 6



**UNDERAGE AND EDUCATED.** Franklin Police Chief Steve Wills said early intervention is key in educating against drunk driving. The Franklin High School chapter of Students Against Destructive Decisions (SADD), above, takes it upon itself annually to promote alcohol- and drug-free proms in the spring. —Photo by Andy Hill

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grant from the Virginia Department of Motor Vehicles (DMV) and is administered by the Virginia Department of Alcoholic Beverage Control (ABC).

In 2001, only Thanksgiving ranked higher than Christmas and New Years in terms of vehicle fatalities linked to drunk driving in Virginia.

There were 13 fatalities and 836 injuries in drunk driving accidents during Christmas last year as a result of alcohol-involved accidents, while there were 10 fatalities and 666 injuries during New Years.

Thanksgiving 2001 saw 17 fatalities and 1,347 injuries in Virginia.

According to literature released by the Franklin Police Department, one life lost represents a cost of about \$1 million dollars to society. This includes medical costs, lost time from work and the productivity a person would have contributed to society.

Plus, there is the sorrow and emotional pain involved when a family member loses a loved one. Even if a life is not lost, a driving under the influence (DUI) conviction typically leads to the suspension of a drivers' license, higher insurance rates and costly fines.

**This national campaign** has worked well in Virginia, as the numbers of alcohol-related accidents have declined.

Only seven states have a lower rate of traffic deaths as a result of

drunk driving than Virginia, according to a recent study by the National Highway Traffic Safety Administration.

Of the state's fatal wrecks, 36 percent involved alcohol in 2001, a figure down 3 percent from 2000. Since 1982, when the federal administration began keeping records, the percentage has declined 20 percent.

About a third, or 340, of the 935 fatalities in Virginia involved alcohol last year, 20 fewer than the year before and 200 fewer than in 1990.

Age is no barrier, as 34 teenagers averaged one death every two weeks last year as a result of drunk driving accidents, while 1,110 were injured in an alcohol-related accidents.

**Virginia is joined by Utah,** Vermont, New York, Minnesota, New Jersey, Massachusetts, Maine, Indiana and California in having the fewest number of drunk driving fatalities.

All of these states are at or below one-half death for every 100 million miles driven. While North Carolina is also near the top, drivers in South Carolina, the state with the highest number of drunk driving incidents, are three times more likely to die in alcohol-related traffic accidents than drivers in the Northeast states.

Montana and Louisiana are second and third respectively in terms of alcohol-related traffic incidents.

**State police officials at-**

tribute the improvement to the state's stiff statutes, while Virginia Mothers Against Drunk Driving points to congestion in crowded areas and proximity of most areas to hospitals.

Wills said early intervention is the name of the game locally to help reduce potential problems.

"We try to teach against it in the schools before they become adults and legal to drink," Wills said.

In addition to the campaign, several state organizations and departments are involved in the Drunk and Drugged Driving Prevention Committee. This coalition aims to raise public awareness and involve communities in activities preventing deaths and injuries resulting from drunk driving.

The committee believes parents, teachers, public and private businesses, health organizations, law enforcement and churches all must be involved in an effort against drunk driving.

From the Tidewater News, December 26, 2002  
Franklin, Va.

"Drunk drivers may get free ride"